

## Lewis and Clark Bicentennial Commission Meeting January 30, 2003

**Attendees:** Doug Eiken, Bob Archibald, Jonathan Kemper, Frank Wesley, Debbie Lappe, Sara Parker, Dr. Gerald Lee, Wendell Smith, Elizabeth Gentry Sayad, Emilie Jester, Major Steve Brooks, John Robinson, Jim Goodrich, Shannon Cave, Mardi Bennett, Cheryl Thorpe, Christyn Elley, Linda Gentry, Hugh Sprague, Sally Sprague, Hugh Sprague, Gordon Julich, Jim Denny, Bill Patterson, Chris Buckland, Scott Lauck, Steve Johnson, Dewayne Knott, Richard Forry, Connie Schmidt, Sue Holst, Melanie Robinson, David Kelly, Brian Stith, Lynne Wolf Gentzler, James A. Sanders, and Allen Cessna.

Issue/Staff Person	Discussion
<b>Call to Order and Roll Call and Approval of Minutes/ Jonathan Kemper</b>	<p><b>Jonathan Kemper</b> called the meeting to order at 9:30 a.m. and asked for a roll call and introductions.</p> <p><b>Jonathan Kemper</b> called for approval of the minutes of the October 24, 2002 commission meeting. Doug Eiken asked for revisions to be made to the section on the National Council of the Lewis and Clark Bicentennial on page two by changing "Doug Eiken" to "Bob Archibald". Revised minutes were handed out.</p> <p><b>Dr. Gerald Lee moved to approve the minutes and Marci Bennett seconded. Motion carried and minutes were approved.</b></p>
<b>Executive Director's Report/Doug Eiken</b>	<p><b>Budget Update – Doug Eiken</b> reported the commission is working with a \$1,650,000 3-year appropriation at the current time but prior to that there was \$500,000 appropriated to the commission from the Division of Tourism. That money should all be obligated and spent by the end of this fiscal year. In addition to that, there was a \$100,000 general revenue appropriation. Doug Eiken was not sure of the exact year – either FY99 or FY00 – Tami Holder was working on that for the commission. There are two sources of funds at the present – IGT and General Revenue. The General Revenue fund and the original appropriation was for \$825,000. All state funds were tapped by a holdback, some as much as 8%, but the commission was only tapped for 3%. That money is held back and the commission does not have the authority to spend it.</p> <p>The Round One grants came from the first Tourism appropriation. In the Round Two Cycle, the commission started with the \$1,650,000. There was \$436,920 in grants obligated. Round Three grants (from general revenue) was \$111,650. Doug Eiken said we have the actual expenditures in FY02 to support the commission. An estimate of what the cost would be in '03 and '04 has been done so that the commission can continue to operate through the bicentennial, or at least the first portion of it. When all of that is worked out, there is \$51,050 left over. Some of that fund was spent on the brochure. One hundred thousand copies were printed. In putting the exhibit together additional funds were needed, therefore approximately \$4,000 was obligated. The uncommitted General Revenue funds, as of this date, are \$22,050. The Intergovernmental Transfer Funds (IGT) are basically a source of federal reimbursement to the state and is not considered general revenue. Doug Eiken said that the 3% reserve was set aside and those are the funds that we are going to try to get released, especially if the commission needs them in the area of promotions and marketing. It could be used for additional brochures and things of that nature. But they have not been released at this point and cannot be considered "obligated".</p> <p><b>Monticello – Doug Eiken</b> reported that the visit to Monticello was a wonderful opportunity to see the Corps II Exhibit. The Governor and First Lady visited the Missouri exhibits in the exhibit hall and we had a very productive meeting with them. The St. Charles Fife and Drum Corps greeted the Governor and First Lady Holden with a very impressive ceremony. The Governor and First Lady, as well as everyone who attended, were pleased. The Governor and First Lady arrived at 4:00 p.m. one day and they departed at 2:00 p.m. the next day. During that time, the Governor and First Lady went to the Opera and had a breakfast meeting with several of us on initiatives. Governor Holden went to the exhibits and got a behind-the-scenes tour of Monticello. He sat on the steps in the cold for about two hours. Doug Eiken commended Bob Archibald on a great speech. Doug Eiken said Missouri had a very significant presence and was well represented. Missouri had the Discovery Expedition, Bob Archibald as the chairman of the Council, the Fife and Drum Corps (marching and playing throughout the entire event), five booths and two artisans (Gary Lucy and Stuart Morris), and the Governor. Doug Eiken reported that Stuart Morris is doing a painting of every one of the Lewis and Clark sites. He has a 5'x11' painting that overlooks Tavern Cave. The Missouri Historical Society also had two booths.</p> <p>Doug Eiken said that a number of staff were there who will be involved in the planning of events</p>

	<p>and will interface with Corps II. The Monticello Event gave us a flavor of what Corps II is and gave us some ideas on how to enhance what the Park Service is going to do to make sure that Missouri has a significant role in the commemoration. Doug Eiken said he told Gerard Baker that once Corps II gets into Missouri in November 2003, that we are going to program the tent and support the event. Doug Eiken also told Gerard Baker that Missouri would set a standard for the other states. Doug Eiken then followed with a brief description of the Corps II Traveling Exhibit.</p> <p><b>Governor participation</b> – Doug Eiken said the Governor and First Lady are very enthusiastic in becoming involved with helping draw attention to the commemoration. Governor Holden also said he would have a meeting with his cabinet where he would communicate to them how important this opportunity is for the state of Missouri and ask each of the department heads for their plan to significantly engage themselves with the commemoration. Governor Holden also committed to perhaps working with statewide media in informational suppers and receptions.</p>
<p><b>Commission Projects Update - Events Update – Debbie Lappe</b></p>	<p><b>Debbie Lappe</b> asked Elizabeth Sayad for an update.</p> <p><b>Elizabeth Sayad</b> gave a brief update of the progress of the planning of the Three Flags Event – the formal classical concert at the St. Louis Cathedral Basilica; the Bicentennial Ball at the Chase Park Plaza hotel in St. Louis and the Re-enactment of the Three Flags Ceremony. Elizabeth Sayad said the Louisiana Purchase Bicentennial Committee will kick off its activities in Jefferson City, Missouri, where Governor Bob Holden will read a portion of the Upper Louisiana Transfer Treaty on the north side of the Capitol Building in front of the sculpture of Robert Livingston, James Monroe and Barbe Marbois. Mrs. Sayad invited the commission to coordinate their April commission meeting with the April 30 Louisiana Purchase Bicentennial.</p> <p>Debbie Lappe then asked Emilie Jester for an update on the Heart of America: A Journey Fourth.</p> <p><b>Emilie Jester</b> reported that her group's primary mission is to develop local programs and activities on July 3-4, 2004. A re-enactment of the first 4<sup>th</sup> of July, a reading of the Declaration of Independence and a celebration at Fort Osage are the highlights and progressing.</p> <p>Debbie Lappe then asked Steve Johnson to report.</p> <p>Steve Johnson said the Missouri River Communities Network (MRCN) has five grants through the commission. Steve Johnson said that one of the primary things we're working on is having the smaller river communities attend the larger signature events in St. Louis and Kansas City to participate in the commemoration. MRCN is working on resources to help those smaller communities have Lewis and Clark Bicentennial commemoration events. Last summer MRCN had a Lewis and Clark historical exhibit at the Missouri State Fair. Steve Johnson said we were the seventh most visited exhibit at the State Fair have been invited back next year.</p> <p>Debbie Lappe finished reporting that David Kelly and his group has put together a Planning Special Events step-by-step guide for small communities and it's in a rough draft form. It soon will be a reality.</p>
<p><b>Promotions &amp; Information Update – Marci Bennett</b></p>	<p><b>Marci Bennett</b> passed around a handout, Server Log Statistics for Calendar Year 2002. Marci Bennett said the handout was broken down into Total Hits, Total Visiting Users and Unique IP Addresses. Marci Bennett said pointed out the big jump between July-02 and August-02 and said it was because that happened to be the time the Web site was being overhauled. Marci Bennett said the Web page is a work in progress. Marci Bennett suggested the communities be asked to check their information on our Web site and get back to the task force if there are any changes needed.</p> <p>Marci Bennett reported that her committee has been meeting diligently with the Division of Tourism and with their public relations agency, MMG, to develop the Marketing Plan. Basically to attract visitors to the state for this commemoration and beyond that. Marci Bennett then turned her portion of the meeting over to John Robinson.</p> <p><b>John Robinson</b>, Division of Tourism, gave an update on the marketing plan. The Division of</p>

	<p>Tourism has approximately \$1.5 million in marketing programs committed to date and continues to position Missouri as a leader in promoting the Lewis and Clark experience. The Division of Tourism plans are to initiate direct marketing efforts by identifying key mailing and em-mail lists, develop a postcard mailing, integrating other state agencies and having ongoing correspondence via e-marking. John Robinson said that the Division of Tourism wants to create a Web presence by developing a Web sub-site, with search engine optimization, initiating a Web based promotion with trip giveaways. The Division of Tourism plans to continue its public relations initiative with targeted advertising exposure such as Smithsonian, MO Press Service Annual Directory, MO Broadcasters Association directory, Missouri Life, American Heritage, Endless Vacation, Preservation, Lewis and Clark Discovery Guide and Midwest living magazine. John Robinson said that what they have found is that people are aware of Lewis and Clark but they are a little fuzzy on what the events are so the marketing plan will help familiarize people with the events via the Web site. Now people are coming to the Web site and we are well prepared.</p>
<p><b>Introduction of Ken Welk/ Bob Archibald</b></p>	<p><b>Ken Welk</b>, assistant national coordinator of Lewis and Clark of the Corps of Engineers, gave a brief presentation of a trunk exhibit (discovery box). Mr. Welk said that the Corps of Engineers' Park Rangers will take the "discovery box" around to schools or civic groups and show it off. Mr. Welk said they have developed a guidebook for the teachers to use with activities. It is not a curriculum guide. The activities are lined up for the 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> grades. The box contains a lot of things from videotapes to books. Ken Welk said the Corps is doing a national video that should be completed in May or June of this year. It is a video on the expedition that focuses on the military aspect of it. It's all-inclusive but it focuses from St. Louis and back. There is also a portion that talks about the preparation and the recruitment as well as a "post" (what happened after the expedition) segment. There are two versions – one an hour-long that the contractor is supposed to be airing in Atchison, KS on one of the educational channels – that hasn't been worked out yet. The other version will be allowable to schools.</p>
<p><b>Exhibits and Interpretation Update/ Jim Goodrich</b></p>	<p><b>Jim Goodrich</b> said the State Historical Society of Missouri now has a Web site with a bibliography related to Lewis and Clark. Jim Goodrich also reported that the exhibit office has opened. He then asked Jim Denny to report on the trail sites.</p> <p><b>Jim Denny</b> hung a prototype on the wall. He said it is the very first Lewis and Clark interpretive sign panel, which will appropriately start at Bird's Point just opposite of the Ohio River. Jim Denny requested the commissioners and guests to look the prototype over carefully and offer suggestions. A contractor had been hired to prepare the text on the content of all the communities along the Mississippi River and that portion is done. Jim Denny said that a contractor has just been selected to prepare the content and text for all the signs along the Missouri River. Jim Denny said, "we are rolling right along."</p>
<p><b>Education Update/ Dr. Gerald Lee</b></p>	<p><b>Dr. Lee</b> asked Christyn Elley to give the Education report.</p> <p><b>Christyn Elley</b> reported the Lewis and Clark Educational Activities Grant Program is the re-grant program, which is being run through the Friends of the Missouri State Archives. Forty grants were awarded to public and private schools all across the state. There were 25 different counties and they were pretty widespread and not all along the river. A total of \$18,171 was awarded and those projects include field trips, re-enactors and different specialty designs and enrichment activities for the classroom. Those activities are currently taking place and will finish up in May. For Round Two of the grant program, the applications are due March 15 of this year. There is \$30,000 available for this cycle. There will be an update, probably at the next meeting, on how that is going. The second project is the educational link on the Web site. It's an ongoing project. Christyn Elley said it was most recently updated in January of this year with five new sites being added. The link averages about 500 hits a month and the top three hits are curriculum, bibliography, and the FAQ page. The last project that the education task force worked on was in conjunction with the Missouri Historical Society. Christyn Elley said they are developing teaching materials to go along with our national exhibit. These materials are going to be tested this spring, distributed statewide this summer and it does include specific Missouri components. They do adhere to the Missouri Standards for Education. The materials are based on a variety of primary sources and use the Missouri Lewis and Clark experience as a case study. Christyn Elley said the teacher committees are in place and the Missouri Historical Society is working with Department of Elementary and Secondary Education regarding how to distribute the materials to schools throughout the state. They plan on doing some teacher workshops at some point.</p>
<p><b>Agencies Update/</b></p>	<p><b>Shannon Cave</b> reported that Missouri Department of Conservation has some reorganization</p>



<b>NEW BUSINESS</b>	<p><b>Doug Eiken</b> said there are two Corps of Discovery Grant issues and asked for a motion to present the committee's recommendations.</p> <p><b>Jim Goodrich made the motion. Bob Archibald seconded the motion. Motion carried.</b></p> <p><b>Cheryl Thorp</b> reported that the Sacred Hills Association was awarded a Round Two grant in a project to construct a keelboat. The association ran into some challenges as far as plans, etc. They therefore requested to change the scope from a keelboat to a dugout canoe. The committee made the recommendation not to approve this change because the committee unanimously felt that the Sacred Hills Association probably would not have scored high enough to qualify for the grant in the first place. Cheryl Thorp asked for a motion to not approve the request for change.</p> <p><b>Jim Goodrich made the motion. Dr. Lee seconded. Motion carried.</b></p> <p><b>Cheryl Thorp</b> said the second issue is that one grant sponsor requested to be allowed to use federal funds as part of their project match. Although the DNR grant management section allows the use of federal funds as match for other state-funded grant programs they administer, the subcommittee recommends that we do not change the eligible match to include federal money for those grants that have already been approved in order to maintain the integrity of the program. The Corps of Discovery grant application stated that federal or state funds could not be used to match the Corps of Discovery grant money. Only local sources of funding were eligible for that. However, we would entertain that policy change if there were to be another round of grants. Cheryl Thorp asked for a motion.</p> <p><b>Jim Goodrich made the motion. Shannon Cave seconded. Motion carried.</b></p>
<b>National Council Meeting/ Bob Archibald</b>	<p><b>Bob Archibald</b> brought the commission's attention to a brochure on the National Bicentennial Council's meeting in Great Falls, Montana, in April. Bob Archibald said he would recommend that anyone involved in event planning or signature event planning attend the meeting. Bob Archibald said there would be workshops on various aspects of event planning and development.</p>
<b>Governor's Conference Proposal/ Doug Eiken</b>	<p><b>Doug Eiken</b> reported that the commission could do a workshop in the form of a day and a half conference with a speaker. It would be more a conference than a workshop and focus on event planning (especially for the smaller communities), river safety and the Tent of Many Voices for interpretation. Those would be the three major themes that could be presented in a program. The commission could ask Governor Holden if he would consider calling it the Governor's Conference on the Lewis and Clark Commemoration. The conference could be sometime in late April or May.</p> <p><b>Doug Eiken</b> also reported that the USGS has a marker program. Any community who is hosting an event can go to the USGS Web site and they will identify and place a survey marker in some visible place within the community. The markers are free and any event can get a small one. The National Signature Events will have a larger survey marker placed. Doug Eiken said the communities need to be aware of that. The communities would have to work with the local professional association to request it.</p>
<b>Next Meeting Date/ Bob Archibald</b>	<p><b>Bob Archibald</b> said there was a recommendation for April 10, 2003, for the next commission meeting. Elizabeth Sayad had mentioned the event with the Governor's presence announcing the Louisiana Purchase Bicentennial on April 30. Bob Archibald said that the commission needed to decide on whether or not the commission meeting ought to "piggyback" onto the April 30 event. Doug Eiken said he and the co/chairs would confer on this and let the commissioners know their decision.</p> <p><b>Sally Sprague</b>, Jefferson City Lewis and Clark Task Force invited the commissioners and support staff to an event on the night before the commission meeting. Sally Sprague said Dr. and Cara Stauffer have the Native Stone Winery at Bull Rock and they would very much like to entertain the commission. It would be a country evening.</p>
	<p><b>Meeting adjourned at 12:05 p.m.</b></p>